



Agricultural Markets and Trade Program

S. Sureshwaran

Agricultural Markets and Trade Program

- Core social science program.
- Supports research that is fundamental or mission linked.
- Beginning in FY 06, program is offered in odd numbered years.
- Agricultural Production and Value Added Processing Program Cluster.

Agricultural Markets and Trade

Program Goals

- **Long Term (10 years)**

- Provide knowledge to help maintain and expand domestic and international market opportunities;
- Support research that builds trade capacity; and
- Provide economic analysis to enhance efficiency and hence, the competitiveness of agricultural markets, including food, fiber, biobased products, and ecosystem services.

Agricultural Markets and Trade

Program Goals

- **Mid Term (5 years)**

- Evaluate policy options to promote competition in markets for major agricultural products and ecosystem services.
- Identify future market opportunities arising from technologies, consumer and producer behaviors and policy changes.

Agricultural Markets and Trade

PRIORITIES FY 07

- Consumer and producer attitudes and behaviors and their implications for maintaining and expanding domestic and international markets for U.S. food, fiber, bio-based products, and ecosystem services; and
- Institutional and organizational behaviors and interactions, including public policy and government regulation, and their implications for the structure of agriculture and food systems as well as their effectiveness to promote and foster competition at home and abroad.

Agricultural Market and Trade Program Statistics for FY 2005

- Number of proposals submitted = **43**
- Number of proposals awarded = **11**
- Program success rate = **26%**
- Average award size = **\$199,577**

Significant Changes to Agricultural Markets and Trade Program

- Agricultural Markets and Trade will be offered in FY 2007.
- Proposals are due by June 5, 2007
- Program is offered in alternate years and will not be accepting applications in FY 2008.
- Anticipated funding is approximately \$4.4 million dollars.
- Changes are expected to the program in FY 2009.

Agricultural Markets and Trade Program Contact Information

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Rural Development Program

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Rural Development Program

- Core social science program.
- Supports research that is fundamental or mission linked.
- Beginning in FY 06, program is offered in even numbered years.
- Agroecosystems and Rural Prosperity Program Cluster.

Rural Development Program Goals

- **Long Term (10 years)**

- Conditions that sustain rural poverty and inequality will be better understood and successful policy options and practical strategies for poverty reduction will be identified.
- A measurable reduction in the erosion of rural services & infrastructure through application of successful models of rural community development.
- Measurable reduction in the rural broadband gap through strategies successful in promoting infrastructure.

Rural Development Program Goals

- **Mid Term (6-8 years)**

- A standardized set of Quality of Life indicators matched to intended outcomes will be widely used to advance rural development.
- Major advancements in the development of indices to measure the “7 Capitals”.
- Fuller understanding of the drivers of demographic change – especially rural push-pull factors with successful policy options and practical strategies for mitigation.

Rural Development Program Goals

- **Near Term (4 years)**

- Examination of social, economic, demographic, and/or policy conditions that foster or impede improved quality of life for rural residents, including recommendations for policies and practices effective in creating and sustaining rural community vitality and prosperity.

Rural Development Program

Statistics for FY 2006 (FY 2005)

- Number of proposals submitted = **58 (42)**
- Number of proposals awarded = **13 (8)**
- Program success rate = **22% (19%)**
- Average award size = **\$317,769 (\$299,079)**

Significant Changes to Rural Development Program

- Rural Development will not be offered in FY 2007.
- Rural Development program is offered alternate years and will be accepting applications in FY 2008.
- Anticipated funding is approximately \$4.8 million dollars.
- Program changes are expected in FY 2008.

Rural Development Program Goals

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AGRICULTURAL PROSPERITY FOR SMALL AND MEDIUM SIZED FARMS

National Research Initiative (NRI) Grants Program
USDA-CSREES – Competitive Programs Unit





Evolution of the Program

First RFA published in summer 04

- *Combined funding of \$2.5 m/yr for FY 2004 and FY 2005*
- *Awards announced in spring 2005*

FY 2006 solicitation more focused

- *Funding increased to \$5 m/yr*
- *Awards announced in spring 2006*

FY 2007 solicitation incorporates input from several sources

- *Funding approximately \$5 m*
- *Proposal Deadline Date: February 14, 2007*



Priorities for FY 04 & 05



Comparisons of approaches to environmental management and compliance

Analysis of the interactions that affect high return production, processing and delivery channels

Multidisciplinary evaluation of new agricultural technology adoption, management and/or foster rural agribusiness development;

Identification of emerging opportunities and threats for small to medium sized farms, and associated rural communities.





Program Statistics for FY 04 & 05

Funding: \$5 million

of Proposals: 74

Awards: 12 standard and
3 bridge grants

Success rate: 20%





Long Term Goals – FY 06 onwards

Increase in the value of agricultural products sold per farm through the adoption of environmentally sustainable, economically viable and best management practices.

Increase the share of the food dollar accruing to the small and medium sized farms and to rural communities by creating on-farm value added activities

Adopt ecological practices that will enhance the economic value of the land, operated by small and medium sized farms, in agricultural use.



Program Statistics for FY 06

Funding: \$5 million

Proposals #: 34

Awards: 13

Success rate: 38%



Priorities for FY 2007

1. Increasing the productivity and profitability of new and existing small and medium sized farms and ranches through education and extension programs based on new knowledge generated by research on factors that advance the economic and environmental integration of on-farm agricultural production and conservation practices.
2. Identification and dissemination of information to enhance the net economic, environmental and social benefits to small and medium-sized farms of off-farm production-consumption systems, including direct marketing and/or participation in mid-tier food and fiber value chains; and



Priorities for FY 2007

3. Understanding the impacts of land use change, including the effects of farm transition and farm entry issues, on the profitability of small and medium-sized farms as well as on the ecosystem, and rural prosperity; and the dissemination of this information to policy makers, farmers and others interested in agricultural prosperity for small and medium sized farms.



C. Bailey: Forestry and Community: Creating Local Markets for Local Resources

Objective: (1) examine the relationship between poverty and forestry in the south; (2) create demand for forestry products produced by limited resource landowners and wood workers.



Approach: (1) identify scale appropriate harvesting and wood processing technologies and local market opportunities; (2) train architecture students to design and construct housing utilizing local materials; (3) develop new markets

Impact: Improved housing and increased demand for timber grown by small-tract forestland owners in the rural south.

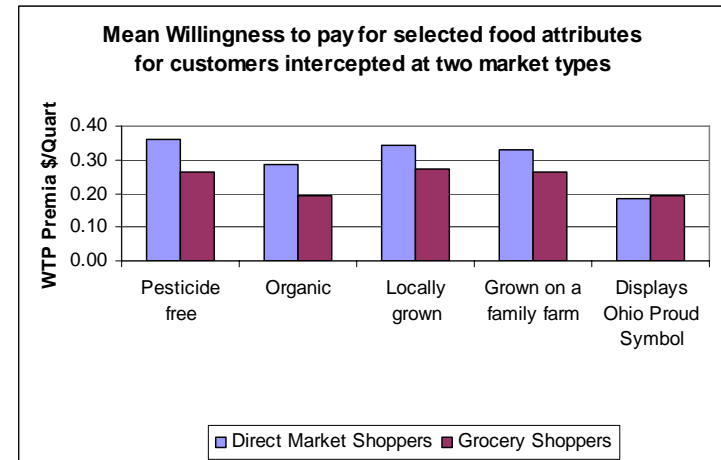


An Extended-Season Berry Production and Marketing System to Enhance Viability of Small Appalachian Farms and Rural Communities

Marvin T. Batte, The Ohio State University (NRI 66.0)

Objective:

Study impacts on small farms and rural communities of widespread adoption of a unique full-season system of berry production with sales to high-value markets.



Approach:

- 1. Estimate profitability based on demonstration plots at Piketon, OH.**
- 2. Conduct consumer surveys to estimate acceptance of and willingness to pay for locally produced foods.**
- 3. Use case studies to estimate impacts of increased production of new agricultural products on local communities.**

Impact:

This research will provide information to help small farmers make decisions regarding adoption of a new enterprise, and local community leaders understand the potential impact of widespread adoption of this production system.



Total Value Assessment Tool for Farm Land-Market and Non-Market Worth

Leah Mathews, University of North Carolina-Ashville (NRI 66.0)

Objective:

Estimate the non-agricultural value of farm land; develop a spatial data base containing estimates of multiple types of benefits; and evaluate existing policies for farmland preservation.



Approach:

- 1. Conduct focus groups to estimate contributions of farmland to scenic beauty, and preservation of environment, wildlife and cultural heritage.**
- 2. Use GIS to build a spatial database**
- 3. Identify best urban growth strategies**

Impact:

This research will provide information to help farmers, policy makers and others develop best strategies for economic development and help preserve small farms.



2007 Electronic Submission



The NRI is requiring electronic submission in FY 2007 through Grants.gov.

All Attachments MUST be in PDF format.





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